



2014 MAY 29 PM 3:15  
ADMINISTRATIVE SERVICES  
SECTION

May 29, 2014

VIA EMAIL

Rick Scott- Administrative Services Office of the City Clerk City Hall,  
Room 224 200 N. Spring Street Los Angeles, CA 90012

**RE: HISTORIC DOWNTOWN LA BUSINESS IMPROVEMENT DISTRICT  
First Quarter REPORT FY 2014**

Dear Mr. Scott:

Attached is the required quarterly reporting of activity for the First Quarter of 2014.

Kind regards,

*Blair Besten*

Blair Besten

Executive Director





April 30, 2014

Transmission via email

Rick Scott  
Administrative Services  
Office of the City Clerk City Hall  
Room 224  
200 North Spring Street  
Los Angeles, California 90012

RE: Historic Downtown Los Angeles Business Improvement District

First Quarter Report: FY 2014

**Sidewalk Operations and Beautification: Annual Budget \$1,177,797: 73% of Management Plan**

**Quarterly Budget: \$294,449**  
**Quarterly Actual: \$ 262,775**  
**Actual 2014 YTD: \$262, 775**

Safety services are provided by Universal Protection Services and supervised by the HDBID. All call routing is now being monitored by UPS via their live dispatch system, 12 hours per day, from 9:00am until 9:00pm. All other hours calls go to our 1<sup>st</sup> cell phone. The safety patrol services hours have been expanded to 24 hours per day, 7 days per week. We have added additional personnel to account for this expanded service.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, and CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, 56.11, and other disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed. The safety team has implemented a foot beat on 5<sup>th</sup> street due to the continued pill sales, and loitering. The officers are directed to interact with individual that remains in the area for an extended period of time. We have also been working with LAPD on the aggressive behavior and publicly intoxicated individuals that continue to loiter on Broadway between 4<sup>th</sup> and 5<sup>th</sup> and on Main Street at 5<sup>th</sup> Street. We have also been working with the neighborhood prosecutor on several district hot spots.



Community outreach has become a staple in the safety teams routines, various crime prevention flyers are distributed throughout the district on a weekly basis.

The HDBID staff met with the LAPD Command staff regarding district issues in hot spot areas in the District, along with area stakeholders, and also regularly attended Community Police Advisory Board Meetings and Crime Control meetings. We are also continuing to meet with LAPD to discuss a strategy for the reintroduction of surveillance using cameras throughout our district. We toured the cameral room at LAPD. Out of 17 original cameras installed in the Historic Core, only 10 remain. Some appear to be offline and we are working with LAPD to identify and repair these cameras. We are also assisting with the relocation of three repeaters to another building in the district, this would put at least 12 cameras back online.

ACTIVITY	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Year
Sleeping/Blocking	1312				
Drugs/Alcohol	299				
Trespassing	273				
Panhandling	231				
Disturbances	172				
Contacts	90				
Illegal Vendors	80				
Loitering	41				
Property Crimes	41				
Urinating/Defecating	39				
Illegal Dumping	34				
Monitoring Activity	32				
Other	15				
Sick Person	12				
Physical Contact	10				
Indecent Exposure	8				
Vehicle	7				
Robbery	7				
Weapons	5				
Property Damage	2				
Sexual	2				
Major Crimes	1				
Vehicle Crimes	0				
SOURCE OF ACTIVITY					
Observation	1859				
Call in/Flag Down	603				
Follow up	307				



Maintenance services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 6:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and rebolting HDBID trash cans.

We removed the Tennant Model T-20 Sweeper-Scrubber from our rotation in 2014 and now utilize over 30 more hours of power washing per month, which has drastically affected the overall cleanliness of the district. We have added dog relief areas in three parts of the district and added educational signage to 50% of garbage cans to encourage reduced dog waste on our sidewalks, buildings, light poles, and other inappropriate areas.

We also added concrete tops to the parklet benches and replanted the planters, in addition to our regular maintenance--power washing beneath and cleaning the tops and furniture, both affixed and movable.

During Art Walk Chrysalis supplies the district with additional cardboard trash receptacles and personnel to keep the district clean for up to 30,000 visitors to the area. We have arranged an exchange of services with Art Walk – marketing for our cleaning services. We continue to provide trash cans and additional personnel and trash removal and graffiti and sticker abatement for the event.

With the additional expanded area we added trash receptacles and continue to incorporate that area as a part of our regular rotation.

Services	1st Quarter	2nd Quarter	3rd Quarter	4 <sup>th</sup> Quarter
Trash Bag Count	17,794			
Trash Weight (Lbs)	409,262			
Graffiti Tags	1654			
Bulk Item Pickup	2872			
Pressure Washing	221			



**Communication and Development: Annual Budget: \$147,488: 9% of Management Plan**

**Quarterly Budget: \$36,872**

**Quarterly Actual: \$46,158**

**Actual YTD: \$ 46,158**

The first quarter was a continuation of support for Downtown Art Walk, the weekend Farmers' Market. We add personnel for cleaning, set up, power washing, provision of a restroom and for vendors, and security. We also coordinate with the local market manager for better outreach to the community, the addition of vendors and amenities for the market for the neighborhood. We produced new materials such as banners, postcards, and website updates.

We continued with the newsletter, distributing it to an increasing email database on a monthly rather than bi-monthly basis.

In working closely with the Historic Downtown Building and Merchants' Association, we have hosted another quarterly meeting and continued outreach to local businesses, and we continue to co-host monthly events throughout the district. We assisted with the quarterly "Shop Walk" event, which brings visitors to shop in our local retail stores. We have also secured an intern who is assisting with a demographic survey of the area, as well as other website updating.

HDBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. This project includes bi-monthly meetings for the fabrication of a new sign ordinance, Streetcar board membership and monthly meetings regarding outreach and education. The director continues to actively serve as co-chair of the economic development committee. We are working closely with CD14 and the other BIDs in the area to market available retail space to new tenants and brokers, and to brand Broadway with a new marketing strategy. The committee conducted a retail survey to assess commercial inventory on Broadway.

The ED also works as a member on the following committees: Downtown Street Closures, Pershing Square Task Force, and the Community Police Advisory Board. The staff attends the following community meetings: Downtown Neighborhood Council Planning Committee, Park Advisory Board, Gallery Row, BID Consortium, Regional Connector, and Film LA Committee.

**Administration and Corporate Operations: Annual Budget \$168,750 : 10% of Management Plan**

**Quarterly Budget: \$42,188**

**Quarterly Actual: \$40,527**

**Actual 2014 YTD: \$40,527**

The staff consists of: a full time executive director, Blair Besten, an outreach and planning associate, Ari. RBZ was removed as the financial reporting and replaced with independent consultant, Karen Boyle.

HDBID hosted monthly board meetings and a Finance and Operations meeting in January.



**Contingency, City Fees, Legal and Tax Expenses and Reserves: Budget: \$114,370 : 7% of Management Plan**

**Quarterly Budget: \$28,593**

**Quarterly Actual: \$32,406**

**Actual 2014 YTD: \$32,406**

Kind regards,

*Blair Besten*

Blair Besten

Historic Downtown Los Angeles Business Improvement District





Historic Core Business Improvement District  
1st Qtr 2014 Financial Data for City Report

	2014 Annual Budget	% of Total Budget	2014 1st Qtr Budget	2014 1st Qtr Expense	(Over)/ Under	% Var from Budget
Clean, Safe, Beautiful	1,177,797	73%	294,449	262,775	31,674	10.76%
Communication/Development	147,488	9%	36,872	46,158	(9,286)	-25.19%
Administration/Corporate Operations	168,750	10%	42,188	40,527	1,661	3.94%
City Fees/Slow Pay	114,370	7%	28,593	32,406	(3,813)	-13.34%
<b>Total</b>	<b>1,608,405</b>	<b>100%</b>	<b>402,102</b>	<b>381,866</b>	<b>20,236</b>	<b>5.03%</b>





2014 AUG 26 PM 2:45

ADMINISTRATIVE  
SERVICES DIVISION

August 17, 2014

Transmission via email

Rick Scott  
Administrative Services  
Office of the City Clerk City Hall  
Room 224  
200 North Spring Street  
Los Angeles, California 90012

RE: Historic Core Business Improvement District

Second Quarter Report: FY 2014

**Sidewalk Operations and Beautification: Annual Budget \$1,177,797: 73% of Management Plan**

**Quarterly Budget: \$294,449**  
**Quarterly Actual: \$ 286,283**  
**Actual 2014 YTD: \$549,058**

Safety services are provided by Universal Protection Services and supervised by the HCBID. Due to insufficient services our dispatch was terminated. We now route all calls, 24 hours per day to the 1<sup>st</sup> cell phone. As a result our calls for service have nearly doubled. The safety patrol services hours have been expanded to 24 hours per day, 7 days per week since January, which has helped the district, immensely. We continue to adjust deployment as necessary.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, and CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift. We also switched reporting systems and began training for the system in June.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed. The safety team has implemented a foot beat on 5<sup>th</sup> street due to the continued pill sales, and loitering. The officers are directed to interact with individual that remains in the area for an extended period of time. We have also been working with LAPD on the aggressive behavior and publicly intoxicated individuals that continue to loiter on Broadway between 4<sup>th</sup> and 5<sup>th</sup> and on Main Street at 5<sup>th</sup> Street. We have also been working with the neighborhood prosecutor on several district hot spots.



Community outreach has become a staple in the safety teams routines, various crime prevention flyers are distributed throughout the district on a weekly basis.

The HDBID staff met with the LAPD Command staff regarding district issues in hot spot areas in the District, along with area stakeholders, and also regularly attended Community Police Advisory Board Meetings and Crime Control meetings. We have also been working on a strategy for outreach to the chronically homeless and mentally ill which engage our area on a daily basis.

We are also continuing to meet with LAPD to discuss a strategy for the reintroduction of surveillance using cameras throughout our district. We toured the camera room at LAPD. Out of 17 original cameras installed in the Historic Core, only 10 remain. Some appear to be offline and we are working with LAPD to identify and repair these cameras. We are also assisting with the relocation of three repeaters to another building in the district, this would put at least 12 cameras back online.



ACTIVITY	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Year
Sleeping/Blocking	1312	1048			
Drugs/Alcohol	299	193			
Trasspassing	273	191			
Panhandling	231	123			
Disturbances	172	97			
Contacts	90	82			
Illegal Vendors	80	56			
Loitering	41	36			
Property Crimes	41	28			
Urinating/Defecating	39	25			
Illegal Dumping	34	24			
Monitoring Activity	32	24			
Other	15	18			
Sick Person	12	15			
Physical Contact	10	13			
Indecent Exposure	8	11			
Vehicle	7	6			
Robbery	7	4			
Weapons	5	4			
Property Damage	2	3			
Sexual	2	1			
Major Crimes	1	1			
Vehicle Crimes	0	0			
<b>SOURCE OF ACTIVITY</b>					
Observation	1859	1264			
Call In/Flag Down	603	623			
Follow up	307	131			

Maintenance services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 6:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and rebolting HCBID trash cans.

We removed the Tennant Model T-20 Sweeper-Scrubber from our rotation in 2014 and now utilize over 30 more hours of power washing per month, which has drastically affected the overall cleanliness of the district. We have added



dog relief areas in three parts of the district and added educational signage to 50% of garbage cans to encourage reduced dog waste on our sidewalks, buildings, light poles, and other inappropriate areas.

We also added concrete tops to the parklet benches and replanted the planters, in addition to our regular maintenance--power washing beneath and cleaning the tops and furniture, both affixed and movable. The parklet in front of LA Café sustained significant damage due to a DUI accident in June. The estimated damage exceeds our budget and we are looking to community or City funding.

During Art Walk Chrysalis supplies the district with additional cardboard trash receptacles and personnel to keep the district clean for up to 30,000 visitors to the area. We have arranged an exchange of services with Art Walk -- marketing for our cleaning services. We continue to provide trash cans and additional personnel and trash removal and graffiti and sticker abatement for the event.

With the additional expanded area we added trash receptacles and continue to incorporate that area as a part of our regular rotation.

Services	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Trash Bag Count	17,794	19,310		
Trash Weight (Lbs)	409,262	444,130		
Graffiti Tags	1654	1383		
Bulk Item Pickup	2872	2040		
Pressure Washing	221	213		

**Communication and Development: Annual Budget: \$147,488: 9% of Management Plan**

**Quarterly Budget: \$36,872**

**Quarterly Actual: \$47,379**

**Actual YTD: \$ 93,538**

The second quarter was a continuation of support for Downtown Art Walk, the weekend Farmers' Market. We added personnel for cleaning, set up, power washing, provision of a restroom and for vendors, and security. We also coordinate with the local market manager for better outreach to the community, the addition of vendors and amenities for the market for the neighborhood. We produced new materials such as banners, postcards, and website updates.



We continued with the newsletter, distributing it to an increasing email database on a monthly basis.

In working closely with the Historic Downtown Building and Merchants' Association, we have hosted another quarterly meeting and continued outreach to local businesses, and we continue to co-host monthly events throughout the district. We assisted with the quarterly "Shop Walk" event in May, which brings visitors to shop in our local retail stores. We also continue to host workshops for area businesses and stakeholders.

HCBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. The ED continues to actively serve as co-chair of the economic development committee. The director of planning and outreach is co-chair of the planning committee.

We continue to work closely with CD14 and the other BIDs in the area to market available retail space to new tenants and brokers, and to brand Broadway with a new marketing strategy. The committee is moving forward with sponsorship search for the new materials.

The ED also works as a member on the following committees: Downtown Street Closures, Pershing Square Task Force, and the Community Police Advisory Board. The staff attends the following community meetings: Downtown Neighborhood Council Planning Committee, Park Advisory Board, Gallery Row, BID Consortium, Regional Connector, and Film LA Committee. The director of planning is also working to establish a new park advisory board for Spring Street Park.

**Administration and Corporate Operations: Annual Budget: \$168,750 : 10% of Management Plan**

**Quarterly Budget: \$42,188**

**Quarterly Actual: \$44,272**

**Actual 2014 YTD: \$84,799**

The staff consists of: a full time executive director, Blair Besten, an outreach and planning director, Ari. RBZ was removed as the financial reporting and replaced with independent consultant, Karen Boyle.

HCBID hosted monthly board meetings and a Finance and Operations meeting in April.

**Contingency, City Fees, Legal and Tax Expenses and Reserves: Budget: \$114,370 : 7% of Management Plan**

**Quarterly Budget: \$28,593**

**Quarterly Actual: \$5,246**

**Actual 2014 YTD: \$37,652**

Kind regards,



**Blair Besten**

**Historic Core Business Improvement District**



Historic Core Business Improvement District  
2nd Qtr 2014 Financial Data for City Report

2014 Annual Budget	% of Total Budget
1,177,797	73.00%
147,488	9.00%
168,750	10.00%
114,370	7.00%
1,808,405	100%

Clean, Safe, Beautiful  
Communication/Development  
Administration/Corporate Operations  
City Fees/Slow Pay

Total

2014 2nd		2014 2nd		2014 2nd		% Var	
Qtr	Budget	Expense	Under	Over	from	Budget	Budget
	294,449	286,283	8,166	2.77%			
	36,872	47,379	(10,507)	-28.50%			
	42,188	44,272	(2,084)	-4.94%			
	28,593	5,246	23,347	81.65%			
	402,102	383,181	18,921	4.71%			

2014 YTD		2014 YTD		% Var	
Budget	Expense	Under	Over	from	Actual Cost
588,889	549,058	39,841	6.77%		73.23%
73,744	93,538	(19,794)	-26.84%		9.17%
84,375	84,799	(424)	-0.50%		10.48%
57,185	37,652	19,533	34.16%		7.11%
804,203	765,047	39,156	4.87%		100.00%





October 31, 2014

Transmission via email

Rick Scott  
Administrative Services  
Office of the City Clerk City Hall  
Room 224  
200 North Spring Street  
Los Angeles, California 90012

RE: Historic Core Business Improvement District

Third Quarter Report: FY 2014

**Clean, Safe, and Beautiful: Annual Budget \$1,177,797: 73% of Management Plan**

**Quarterly Budget: \$294,449**  
**Quarterly Actual: \$ 284,017**  
**Actual 2014 YTD: \$883,347**

Safety services are provided by Universal Protection Services and supervised by the HCBID. We now route all calls, 24 hours per day directly to our officer's cell phone. The safety patrol services hours have been expanded to 24 hours per day, 7 days per week since January, which has helped the district, immensely. We continue to adjust deployment as necessary.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, and CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift. We also switched reporting systems and began training for the system in June.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed. The safety team has implemented a foot beat on 5<sup>th</sup> street due to the continued pill sales, and loitering. The officers are directed to interact with individual that remains in the area for an extended period of time. We have also been working with LAPD on the aggressive behavior and publicly intoxicated individuals that continue to loiter on Broadway between 4<sup>th</sup> and 5<sup>th</sup> and on Main Street at 5<sup>th</sup> Street. We have also been working with the neighborhood prosecutor on several district hot spots, and a plan to engage Downtown LA pharmacies in a quarterly meeting for best practices, to curb the fraud and illegal pill sale activities.



Community outreach has become a staple in the safety teams routines, various crime prevention flyers are distributed throughout the district on a weekly basis.

The HDBID staff met with the LAPD Command staff regarding district issues in hot spot areas in the District, along with area stakeholders, and also regularly attended Community Police Advisory Board Meetings and Crime Control meetings. We have also been working on a strategy for outreach to the chronically homeless and mentally ill which engage our area on a daily basis.

Regarding LAPD cameras in our district, we are waiting for LAPD to relocate the repeater equipment to a rooftop at 5<sup>th</sup> and Spring before all of the cameras in the district may be restored to service.

ACTIVITY	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Sleeping/Blocking	1312	1048	1070		
Drugs/Alcohol	299	193	209		
Tresspassing	273	191	335		
Panhandling	231	123	143		
Disturbances	172	97	81		
Contacts	90	82	156		
Illegal Vendors	80	56	31		
Loitering	41	36	30		
Property Crimes	41	28	20		
Urinating/Defecating	39	25	31		
Illegal Dumping	34	24	42		
Monitoring Activity	32	24	19		
Other	15	18	13		
Sick Person	12	15	16		
Physical Contact	10	13	16		
Indecent Exposure	8	11	3		
Vehicle	7	6	6		
Robbery	7	4	2		
Weapons	5	4	7		
Property Damage	2	3	14		
Sexual	2	1	4		
Major Crimes	1	1	1		
Vehicle Crimes	0	0	0		
SOURCE OF ACTIVITY					
Observation	1859	1264	1270		
Call in/Flag Down	603	623	816		
Follow up	307	131	130		



Cleaning services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 5:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and re-bolting trash cans.

We removed the Tennant Model T-20 Sweeper-Scrubber from our rotation in 2014 and now utilize over 30 more hours of power washing per month, which has drastically affected the overall cleanliness of the district. We have added four more dog relief areas in three parts of the district and added educational signage to more garbage cans to encourage reduced dog waste on our sidewalks, buildings, light poles, and other inappropriate areas.

For the parklets, in addition to power washing beneath and cleaning the tops and furniture, we continue to replace the plants within the structures as they die or are vandalized. The parklet in front of LA Café sustained significant damage due to a DUI accident in June. Since the HCBID is responsible for maintaining the parklet and is not responsible for 3<sup>rd</sup> Party accidents (and the estimated damage exceeds our budget), CD 14 has offered reimbursement for capital costs on the project. LADOT has offered a redesign and we are working with CD 14 to sign a new MOU and addendum letter outlining partnership for the next year.

During Art Walk , Chrysalis supplies the district with additional cardboard trash receptacles and personnel to keep the district clean for up to 30,000 visitors to the area. We have arranged an exchange of services with Art Walk – marketing for our cleaning services. We continue to provide trash cans, additional personnel, trash removal, and graffiti/sticker abatement that occurs as a result of the event.

Sidewalk Services	1st Quarter	2nd Quarter	3rd Quarter	4 <sup>th</sup> Quarter
Trash Bag Count	17,794	19,310	18,340	
Trash Weight (Lbs)	409,262	444,130	421,820	
Graffiti Tags	1654	1383	1466	
Bulk Item Pickup	2872	2040	3882	
Pressure Washing Hours	221	213	233	



**Communication and Development: Annual Budget: \$147,488: 9% of Management Plan**

**Quarterly Budget: \$36,872**

**Quarterly Actual: \$48,101**

**Actual YTD: \$ 141,639**

The third quarter was a continuation of support for Downtown Art Walk, the weekend Farmers' Market. We coordinate with the local market manager for better outreach to the community, assisting with the addition of vendors and amenities for the neighborhood. We hosted several events, including a two year anniversary, and partnered with CicLavia and the Bicycle Coalition for a free valet service during the event. We produced new materials such as banners, postcards, and website updates.

We continued with the newsletter, distributing it to an increasing email database on a monthly basis.

In working closely with the Historic Downtown Building and Merchants' Association, we have hosted another quarterly meeting and continued outreach to local businesses, and we continue to co-host monthly events throughout the district. We assisted with the quarterly "Shop Walk" event in August, which brings visitors to shop, eat, and drink (taking advantage of discounts) in our local retail stores, bars, and restaurants. Adding the expense of a PR person enabled us to get more outreach to local news organizations. Over 60 business participated and several thousand people were in attendance. We also continue to host workshops for area businesses and stakeholders.

HCBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. The ED continues to actively serve as co-chair of the economic development committee. The director of planning and outreach is co-chair of the planning committee.

We continue to work closely with CD14 and the other BIDs in the area to market available retail space to new tenants and brokers, and to brand Broadway with a new marketing strategy.

The ED also works as a member on the following committees: Downtown Street Closures, Pershing Square Renew, the Community Police Advisory Board, and the Central City Police Boosters. The staff attends the following community meetings: Downtown Neighborhood Council Planning Committee, Park Advisory Board, Gallery Row, BID Consortium, Regional Connector, and Film LA Committee. The director of planning is also working to establish a new park advisory board for Spring Street Park.

**Administration and Corporate Operations: Annual Budget \$168,750 : 10% of Management Plan**

**Quarterly Budget: \$42,188**

**Quarterly Actual: \$45,709**

**Actual 2014 YTD: \$130,509**



The staff consists of: a full time executive director, Blair Besten, an outreach and planning director, Ari. RBZ was removed as the financial reporting and replaced with independent consultant, Karen Boyle. HCBID hosted monthly board meetings, a Marketing and Economic Development meeting in August, and a Finance and Operations Committee meeting in September.

**Contingency. City Fees. Legal and Tax Expenses and Reserves: Budget: \$114,370 : 7% of Management Plan**

**Quarterly Budget: \$28,593**

**Quarterly Actual: \$647**

**Actual 2014 YTD: \$38,299**

Kind regards,

*Blair Besten*

Blair Besten  
Historic Core Business Improvement District





Historic Core Business Improvement District 3rd Qtr 2014 Financial Data for City Report

	2014 Annual Budget	% of Total Budget	2014 3rd Qtr Budget	2014 3rd Qtr Expense	(Over)/ Under	% Var from Budget	2014 YTD Budget	2014 YTD Expense	(Over)/ Under	% Var from Budget	Actual Cost % of Total
Clean, Safe, Beautiful	1,177,797	73.00%	294,449	284,017	10,432	3.54%	883,347	833,075	50,272	5.69%	73.23%
Communication/Development	147,488	9.00%	36,872	48,101	(11,229)	-30.45%	110,816	141,639	(31,023)	-28.05%	9.17%
Administration/Corporate Operations	168,750	10.00%	42,188	45,709	(3,521)	-8.35%	126,564	130,509	(3,945)	-3.12%	10.49%
City Fees/Slow Pay	114,370	7.00%	28,593	647	27,946	97.74%	85,779	38,299	47,480	55.35%	7.11%
Total	1,608,405	100%	402,102	378,474	23,628	5.88%	1,206,306	1,143,521	62,785	5.20%	100.00%





February 20, 2015

Transmission via email

Rick Scott  
Administrative Services  
Office of the City Clerk City Hall  
Room 224  
200 North Spring Street  
Los Angeles, California 90012

RE: Historic Core Business Improvement District

Fourth Quarter Report: FY 2014

**Clean, Safe, and Beautiful: Annual Budget \$1,177,797: 73% of Management Plan**

**Quarterly Budget: \$294,450**  
**Quarterly Actual: \$ 278,863**  
**Actual 2014 YTD: \$1,111,938**

Safety services are provided by Universal Protection Services and supervised by the HCBID. We route all calls, 24 hours per day directly to our officer's cell phone. The safety patrol services hours have been expanded to 24 hours per day, 7 days per week since January 2014, which has helped the district, immensely. We continue to adjust deployment as necessary.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, and CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift. We also switched reporting systems and began training for the system in June.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed. The safety team has implemented a foot beat on 5<sup>th</sup> street due to the continued pill sales, and loitering. The officers are directed to interact with individual that remains in the area for an extended period of time. We have also been working with LAPD on the aggressive behavior and publicly intoxicated individuals that continue to loiter on Broadway between 4<sup>th</sup> and 5<sup>th</sup> and on Main Street at 5<sup>th</sup> Street. We have also been working with the neighborhood prosecutor on several district hot spots, and a plan to engage Downtown LA pharmacies in a quarterly meeting for best practices, to curb the fraud and illegal pill sale activities.



Community outreach has become a staple in the safety teams routine, various crime prevention flyers are distributed throughout the district on a weekly basis.

The HCBID staff met with the LAPD Command staff regarding district issues in hot spot areas in the District, along with area stakeholders, and also regularly attended Community Police Advisory Board Meetings and Crime Control meetings. We have also been working on a strategy for outreach to the chronically homeless and mentally ill which engage our area on a daily basis.

Regarding LAPD cameras in our district, we are waiting for LAPD to relocate the repeater equipment to a rooftop at 5<sup>th</sup> and Spring before all of the cameras in the district may be restored to service.

ACTIVITY	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Year
Sleeping/Blocking	1312	1048	1070	855	4285
Panhandling	231	193	209	152	785
Disturbances	172	191	335	295	993
Drugs/Alcohol	299	123	143	65	630
Trespassing	273	97	81	97	548
Contacts	90	82	156	122	450
Loitering	41	56	31	73	201
Property Crimes	41	36	30	16	123
Illegal Vendors	80	28	20	22	150
Physical Contact	10	25	31	14	80
Monitoring Activity	32	24	42	97	195
Indecent Exposure	8	24	19	14	65
Urinating/Defecating	39	18	13	13	83
Illegal Dumping	34	15	16	15	80
Sick Person	12	13	16	23	64
Property Damage	2	11	3	7	23
Vehicle	7	6	6	1	20
Sexual	2	4	2	5	13
Vehicle Crimes	0	4	7	1	12
Other	15	3	14	9	41
Robbery	7	1	4	1	13
Weapons	5	1	1	1	8
Major Crimes	1	0	0	0	1
SOURCE OF ACTIVITY					
Observation	1859	1264	1270	964	5357
Call in/Flag Down	603	623	816	807	2849
Follow up	307	131	130	161	729



Cleaning services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 5:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and re-bolting trash cans.

We removed the Tennant Model T-20 Sweeper-Scrubber from our rotation in 2014 and now utilize over 30 more hours of power washing per month, which has drastically affected the overall cleanliness of the district. We have added four more dog relief areas in three parts of the district and added educational signage to more garbage cans to encourage reduced dog waste on our sidewalks, buildings, light poles, and other inappropriate areas.

For the parklets, in addition to power washing beneath and cleaning the tops and furniture, we continue to replace the plants within the structures as they die or are vandalized. The parklet in front of LA Café sustained significant damage due to a DUI accident in June. Since the HCBID is responsible for maintaining the parklet and is not responsible for 3<sup>rd</sup> Party accidents (and the estimated damage exceeds our budget), CD 14 has offered reimbursement for capital costs on the project. LADOT has offered a redesign and we are working with CD 14 to sign a new MOU and addendum letter outlining partnership for the next year.

During Art Walk , Chrysalis supplies the district with additional cardboard trash receptacles and personnel to keep the district clean for up to 30,000 visitors to the area. We have arranged an exchange of services with Art Walk – marketing for our cleaning services. We continue to provide trash cans, additional personnel, trash removal, and graffiti/sticker abatement that occurs as a result of the event.

Sidewalk Services	1st Quarter	2nd Quarter	3rd Quarter	4 <sup>th</sup> Quarter
Trash Bag Count	17,794	19,310	18,340	19,468
Trash Weight (Lbs)	409,262	444,130	421,820	447,764
Graffiti Tags	1654	1383	1466	1438
Bulk Item Pickup	2872	2040	3882	3130
Pressure Washing Hours	221	213	233	248.5



**Communication and Development: Annual Budget: \$147,488: 9% of Management Plan**

**Quarterly Budget: \$36,872**

**Quarterly Actual: \$59,004**

**Actual YTD: \$ 200,643**

The fourth quarter was a continuation of support for Downtown Art Walk, the weekend Farmers' Market. We coordinate with the local market manager for better outreach to the community, assisting with the addition of local vendors. We hosted several events, including a two-year anniversary, and partnered with CicLavia and the Bicycle Coalition for a free valet service during the event. We produced new materials such as banners, postcards, and website updates.

We continued with the newsletter, distributing it to an increasing email database on a monthly basis.

In working closely with the Historic Downtown Building and Merchants' Association, we have hosted another quarterly meeting and continued outreach to local businesses, and we continue to co-host monthly events throughout the district. We assisted with the quarterly "Shop Walk" event in November, which brings visitors to shop, eat, and drink (taking advantage of discounts) in our local retail stores, bars, and restaurants. Adding the expense of a PR person enabled us to get more outreach to local news organizations. Over 50 business participated again and several thousand people were in attendance. We also continue to host workshops for area businesses and stakeholders.

HCBD has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. The ED continues to actively serve as co-chair of the economic development committee. The director of planning and outreach is co-chair of the planning committee.

We continue to work closely with CD14 and the other BIDs in the area to market available retail space to new tenants and brokers, and to brand Broadway with a new marketing strategy.

The ED also works as a member on the following committees: Downtown Street Closures, Pershing Square Renew, the Community Police Advisory Board, and the Central City Police Boosters. The staff attends the following community meetings: Downtown Neighborhood Council Planning Committee, Park Advisory Board, Gallery Row, BID Consortium, Regional Connector, and Film LA Committee. The director of planning is also working to establish a new park advisory board for Spring Street Park.

**Administration and Corporate Operations: Annual Budget \$168,750 : 10% of Management Plan**

**Quarterly Budget: \$42,186**

**Quarterly Actual: \$56,530**

**Actual 2014 YTD: \$187,039**



The staff consists of: a full time executive director, Blair Besten, an outreach and planning director, Ari. RBZ was removed as the financial reporting and replaced with independent consultant, Karen Boyle. HCBID hosted monthly board meetings, a Marketing and Economic Development meeting in October and a Finance and Operations Committee meeting in November.

**Contingency. City Fees. Legal and Tax Expenses and Reserves: Budget: \$114,370 : 7% of Management Plan**

**Quarterly Budget: \$28,591**

**Quarterly Actual: \$28,083**

**Actual 2014 YTD: \$66,382**

Kind regards,

*Blair Besten*

Blair Besten

Historic Core Business Improvement District

